



# Deconstructing China:

New Opportunities for Western Developers

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# Today's Agenda

- Intro: ZPLAY; the China market
  1. Self publishing challenges
  2. Improving monetization
  3. Using a China publisher
  4. M&A opportunities



# About ZPLAY

- Mobile publisher & monetizer
- Beijing, since 2010
- 200+ staff & 500+ million downloads
- Globally capable
- Expanding overseas





# China Gaming Market

- Users (connected) & players
- Companies
- Revenue
- Growth
- Future





# Publishing Challenges – Old

- Apple vs. Android
- Localization
- Administration
- Payment partners
- Promotion





# Publishing Challenges – New

- Must be duly authorized local Chinese resident or company
- All content now subject to an application and approval process
- New opportunities vs. challenges
- Better transparency & control





# Improving Monetization

- Review game design
- Tweak IAP structure
- Optimize payment partners
- Localize ad monetization
- Android considerations





# Using a China Publisher

- Options
- Experience counts
- Size matters
- Typical deals
- Safeguarding your IP







# China M&A Abroad

- Active market
- Key drivers
- Potential targets
- Initiating contact
- Deal making tips





# Recap: China, a huge opportunity

- You need a local publisher to get your new games into China
- Locals can help you earn much more
- Many publishing partner options
- M&A is another way to participate

ZPLAY Wrap up in 2022 / Booth 1824 S Hall

